

The Ad-Visor

Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats—and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read. Address: The Ad-Visor, The Tribune, New York.

For much impudence on the part of a newspaper you have got to hand it to "The Elmira Star-Gazette." Up here in the long grass we certainly have it put over on a platter. Here is the proof. The notorious "German-American Doctors" have landed in our midst to see how the picking is, and of course "The Star-Gazette" is getting its share of the money. But the amusing part of it is the appropriate character of this apparent quotation about advertising which, somehow or other, sneaked into the editorial page the very day the German-American Doctors were playing "The Star-Gazette's" sucker readers on page ten. Can you beat it?

WILLIAM BRADY, M. D.

Under the approving headline, "CLEAN NEWSPAPERS THRIVE," the issue of "The Elmira Star-Gazette" forwarded by Dr. Brady prints on its editorial page an address by a practical advertising man from which the following is an extract:

"The sincerity of the newspaper which proclaims its devotion to the public welfare in its editorial columns and sells its advertising columns to quacks and frauds is open to question."

And at the head of the same page "The Star-Gazette" piously and formally "dedicates itself as an INDEPENDENT journal, free from all outside influences of every name and nature, devoted solely to the best interests of the city, county, state and nation, regardless of all other considerations."

So much for editorial virtue. In the advertising columns it's different. A page or so over in the same issue the paper publishes, at a price, the announcement of those notorious itinerating quacks and charlatans the German-American Medical Institute, not to mention the false and flamboyant claims of Sargol and the lure of a fake "stomach specialist." Certainly "The Star-Gazette" is putting it over on a platter! "Can you beat it?" asks my correspondent. Yes, Dr. Brady, you can beat it. Not you alone, perhaps, but you and others of your sort who are too shrewd to be taken in by editorial cant and not too timid to speak out your mind about your newspaper as freely as you would about your alderman or your pastor if you caught either of them in the practice of flagrant hypocrisy. One of the hopeful signs for the cleaning up of advertising is that intelligent readers are beginning to discern and resent the "editorial Dr. Jekyll and advertising Mr. Hyde" double standard of journalism, and to say so boldly and openly.

For those interested in journalistic tight-rope walking, there is always that permanent and vivid example, Mr. William R. Hearst. For instance:

HEARST EDITORIAL.

"As wrongdoers shrink and succumb under the limelight of investigation, so by the same token, but with the contrary result, the true character of the honest manufacturer or merchant stands forth by reason of the constant association of his name with advertised assurances which prove to be worthy of one's reliance."

HEARST ADVERTISING.

"He has cured hundreds of persons of consumption . . . and any case that will come in time and follow his directions strictly can get well."

"The quack consumption 'specialist,' Dr. Anderson."

"Would you risk \$10 on a good chance to make thousands?"

(Catch-line of an oil company which had never even sunk a well)

So much for the "constant association" of the honest manufacturer's and merchant's name with enterprises "which prove to be worthy of one's reliance." Mr. Hearst specializes in "the limelight of investigation." Some time when he has a little to spare he might profitably—no, not profitably, for it would sadly reduce his profits—but properly, turn a ray or two upon his own paid columns.

I venture to call your attention to the advertising of the Brighton Beach Music Hall. On nearly all the elevated railway stations in Brooklyn are one sheet posters advertising D. W. Griffith's "Birth of a Nation." Across the top of these posters are pasted "snipes" bearing the legend, "Brighton Beach Music Hall—Now Playing." The first time one of these caught my eye was on Saturday, June 26th. I went down to the Music Hall and paid my admission, never doubting but that I would see the picture as advertised. [The picture was not shown, the writer states, and he continues:] At the box office I asked "What's the idea of advertising 'The Birth of a Nation' for to-night?" The ticket seller anxiously explained that the advertising had been put up in good faith and that they intended to have the film on exhibition there that night, but that Mr. Griffith was not satisfied with the orchestra rehearsals and had postponed the event until the following Friday. With this I had to be content, but I watched the advertising to see if the error in the announcement would be corrected by the simple expedient of covering the signs with signs bearing a true statement of the facts. But no! The signs remain the same. . . . The first public exhibition of the picture is announced for Saturday [July 3rd]. This means that for more than a week before the actual presentation of the picture the public are to believe that it is "Now Playing."

Mr. Kingsley's letter was promptly transmitted to the management of the Brighton Beach Music Hall, and the following explanation was received:

I regret exceedingly that there is anyone who has not sufficient confidence in the management of the Brighton Beach Music Hall to know that this occurrence was not intentional. As a matter of fact instructions were given to the bill posting company to post the paper as soon as they received it, as we were given to understand by the printers that the paper would not arrive there much before Thursday, July 1st; therefore as this paper was printed and delivered sooner than we anticipated and the bill posters, following out our instructions, posted the advertising matter as soon as it was received. It is true that this paper could have been re-sprinted, but you must realize the tremendous amount of detail in opening a production of this nature. The fact, however, has been rectified in every Brooklyn paper every day since this bill posting has been put out, and I have advertised the day of its opening at the Music Hall and have instructed everyone buying tickets that they were not buying tickets for "The Birth of a Nation," and that the first public performance would be on July 3rd. . . . The responsibility has rested upon me, and this occurred through my negligence in taking care of this detail, but I assure you that it was not intentional.

W. H. KEMBLE, Manager.

Unfortunately the ticket-seller who served Mr. Kingsley failed to carry out the directions of the management and inform him that he was not buying tickets for "The Birth of a Nation." As for the failure to re-snip the bills, that is one of those outward mistakes whereby the public so often suffers. The good intent of the management appears to be shown in the rectification of the announcement in the papers, which goes to prove at least that the misrepresentation of which Mr. Kingsley rightly complains was not an intentional swindle. One point seems quite clear to the Ad-Visor: whether or not he requested it, Mr. Kingsley's money should have been promptly refunded at the box office.

I wish that you would get after some of the suburban vacant lot advertisers who are roping in the gullible public with false and misleading statements. Millions of dollars have been invested in almost worthless lots far out on Long Island and in remote Westchester, much of this by people of small means.

If the writer of the above letter, who is a prominent and public-spirited lawyer, will specify some of these properties, this department will be glad to investigate them. While there is less land-swindling in real estate adjacent to New York than there was ten years ago, there still remains a lively trade in "seashore" property several miles from the nearest tidewater, and still other seashore property so much more sea than shore that it is navigable for small craft after every extra-high tide; also in "convenient, one-hour-from-City-Hall" building lots, that can be reached in that time by aeroplane and by no other known method. In fact, there is no more expert lying done anywhere in print than in the assertions regarding transportation facilities to saleable real estate. A safe general rule for prospective investors is to buy no property "unsight-unseen," as the country boys say, unless upon the advice of a trustworthy proxy who has examined the premises. The reliable real estate man will always encourage his customer to look over the land before purchasing.

What is your opinion of Sargol?

Sargol is a fake "free flesh-builder" owned and exploited by Wylie B.

LAYS DEATH TO SUNDAY

Mother Says Teachings Unhinged Son's Mind.

Camden, N. J., July 15.—Mrs. Jennie Kortum, of Mantua, made affidavit today upon which she expects Billy Sunday to be prosecuted in connection with the death of her son. It reads: "I believe William was driven insane through the influence of Billy Sunday. The boy had never been inside a church before Sunday came to Philadelphia. After hearing him he came home greatly excited. He had disobeyed his mother's orders in attending the meetings. A few days later his mind gave way and he died in the State Hospital."

JITNEY 'BUS USED ON SAWDUST TRAIL

Belleville Pastor Offers Cut Rates in Trips to Church—Charters Four Vehicles.

Nutley, N. J., July 15.—The jitney bus is to be used to help the churches of Belleville along the road to salvation. The first trips will be made on Sunday. The idea originated with the Rev. J. Harland Hammer, Jr., pastor of the First Reformed Church, of Belleville. After erecting a fifty-foot signboard to advertise the church, he has made arrangements for four jitney buses to bring his congregation to and from service. Special commutation rates are offered.

STATE CAN'T PROVE IOWA'S '76 MURDER

Case Against White Haired Civil War Veterans Collapses.

(By Telegram to The Tribune.)

Bedford, Iowa, July 15.—Because the state has no tangible proof that "Old Than" Smith, an Iowa cattleman, and his little son were murdered and robbed of \$50,000 on a ranch near here four years ago, the case against the four white haired Civil War veterans accused of the crime has temporarily collapsed.

Bedford is glad. Bedford knew the feeble pioneers and trusted and respected them, and was touched deeply and personally when they were dragged into court to defend their lives against the charges of old Mrs. Maria Porter.

On the motion of the attorney of Bates Huntsman, whose case came up first for preliminary hearing this morning, and the co-request of Attorney General Cossom the court dismissed the warrants against Huntsman. Similar action will be taken in the charges against Sam Serveyer and the Damedwood brothers, the other prisoners.

Attorney General Cossom, addressing the court, declared he realized the state did not have sufficient evidence on which to present the charges to a jury. He admitted the state could not prove there ever had been such a murder as Mrs. Porter declares took place near Siam in September, 1876.

The attorney General announced that the state had strong evidence of something wrong, however, and that if sufficient grounds for new charges were found he would present them to the grand jury in September.

John Damedwood, one of the defendants, took the stand today and denied ever hearing of a murdered cattleman or of buried money.

Puffing at an old cornucopia pipe and speaking as calmly as if she were discussing the weather, Mrs. Elizabeth Benson sat on her veranda this afternoon and related the history of her husband, Jonathan Dark, who was accused of helping in the murder of "Old Than" and who later was slain by his sister-in-law near Independence, Mo. Mrs. Benson's story did not coincide with that of Mrs. Maria Porter, her sister.

"Jonathan was a good man and a kind husband," she said. "He gambled, but I never heard he was a murderer or counterfeiter till now. I don't deny Maria's story about the killing up here. It may be all true, but I never saw anything in my husband's actions to make me believe he was an outlaw."

"But Maria is a little bit wrong about how Jonathan died. Mattie Collins, my sister, killed him, but it wasn't because he was afraid she would tell things about him. It was because he objected to the attentions one of the boys in Jesse James' gang was paying her."

32,000 Directors Listed Here.

The "Directory of Directors in the City of New York, 1915-16" edition, has just been issued. It contains 32,000 New York City directors in various corporations with an appendix of selected lists of corporations in banking, insurance, transportation, manufacturing and other lines, showing executive officers and directors. The price is \$5 a copy.

Jones, an advertising agent, of Binghamton, N. Y. "Six vital elements of acknowledged merit have been combined in this peerless preparation," chortles the enthusiast, Jones. About two-and-a-half cents' worth of common drugs have been combined with thousands of dollars of advertising appropriation in the Jones nostrum. So far as its claimed virtues are concerned, it isn't worth the two-and-a-half cents.

A story by Mr. Adams appears in each issue of the Sunday Tribune. Names, facts, locations are given in each case. They should be read by every man and woman who buys or sells anything.

These Theatres Do Not Deal With Tison Co.

NEW AMSTERDAM 451 E. 12th St. Tel. 4-1212

Matinee TO-MORROW & Wednesday, 2:10. Grand Musical Show, Every Night.

ZIEGFELD FOLLIES

45th St. Tel. 4-1212

Matinee TO-MORROW & Wednesday, 2:10. Grand Musical Show, Every Night.

COHAN'S

45th St. Tel. 4-1212

Matinee TO-MORROW & Wednesday, 2:10. Grand Musical Show, Every Night.

IT TAKES TO EVERY LINE

ADVERTISE

AT LIBERTY W. 42d St. Tel. 4-1212

Matinee TO-MORROW & Wednesday, 2:10. Grand Musical Show, Every Night.

D. W. GRIFFITH'S

45th St. Tel. 4-1212

Matinee TO-MORROW & Wednesday, 2:10. Grand Musical Show, Every Night.

HARRIS

45th St. Tel. 4-1212

Matinee TO-MORROW & Wednesday, 2:10. Grand Musical Show, Every Night.

THAW FRETTING AT DELAY; EATS PLAIN JAIL FARE

Blames Attorney General Because He Is Unable to Start for Pittsburgh.

COURT TO ANNOUNCE DECISION TO-DAY

Lawyers Agree on Form of Motions to Set Him Free, Absolutely or on Bail.

Harry K. Thaw was not content with his fate yesterday. In the first place, he fretted under the delay in opening the doors of his cage and letting him wing his way back to Pittsburgh. He blamed the Attorney General's office for this. He did not attribute it all to the fact that Justice Hendrick had given himself until this morning to deliberate on whether he shall accept or reject the verdict of the jury Wednesday declaring Thaw sane.

"I had all my plans made to start for Pittsburgh right after the jury brought in its verdict on Wednesday," he said, "but the Attorney General's office gummed things up with their notice that they would appeal and the delay over drawing up the form of the court's order."

"I won't make any more plans now until after the justice hands down his decision to-morrow. There is no use making plans and then having them all upset."

Thaw does not doubt that Justice Hendrick will affirm the jury's advisory verdict or that he will release him on bail pending final adjudication by the Court of Appeals.

He Thought of Luncheon.

Another thing in addition to the delay that blurred Thaw's contentment yesterday was the fact that he had to go back to Ludlow Street jail for a luncheon of corned beef and cabbage. He was brought before Justice Hendrick in a proceeding in chambers to determine the alternative forms of the court's order either releasing Thaw or committing him to Matteawan. This was done so that when the actual announcement of the decision is made this morning there will be no delay over verbiage.

After it had been decided Thaw was taken down to Sheriff Griffiths' office, where he had a chance to read over a pile of congratulatory telegrams and letters from friends, acquaintances and strangers in New York, New England and Canada. Time drifted on toward noon.

"Hahn! we better be going back to the jail, so that you can get there in time for lunch," the Sheriff ventured. "I am afraid we are too late. I don't want to put them out by having them hold lunch for me," Thaw said.

"I'll ring up Warden Rock and see about it," the Sheriff answered. After a short talk with Rock the Sheriff said to his prisoner: "It is all right. Rock said he has corned beef and cabbage. He will hold it for you."

"Now, really, don't you think we had better just go straight to Matteawan?" Thaw insisted, thinking of that fare of corned beef and cabbage which awaited him at Ludlow Street.

The Sheriff looked out of his window down two Chambers Street, saw a battery of twelve different brands of motion picture cameras emplaced on the steps of the courthouse opposite. He saw the street packed from building to building with a mass of morbid humanity.

"No," he said, "we'll give them a fool this time. If we go to Matteawan they will follow you wherever you go. We will slip out the back way and go to Ludlow Street for lunch."

Orders All Ready.

"All that was done to-day," Justice Hendrick explained of the court proceedings, "was to draw up the form of the alternative orders possible—that is, each side appeared before me, assuming that I would decide in its favor, and presented the order it wished signed. These forms were mutually agreed to, so that there will not have to be any discussion about them to-morrow."

"As to the question of bail, that has not been discussed with me, but it is true that, whatever my decision, I have the right to admit Thaw to bail pending an appeal by either side. Out under bail, he would be at liberty to go anywhere he pleases so long as his bondsman produced him in court when he was wanted."

"There will be absolutely no further

move in this case until to-morrow morning, when, if I carry out my present intentions, I will hand down my decision. I have given absolutely no intimation as to what this will be to any one."

The justice received a stack of telegrams and letters yesterday advising him how to dispose of the case. One was from a person whose name he withheld, but he laughingly read the communication. It said, in part: "Please let me take Harry Thaw's place in Matteawan."

Plunkitt's Million Ready.

As Thaw was leaving court he was met by former State Senator George Washington Plunkitt, who shook him by the hand and gets his name into the newspapers by saying: "Good luck, my boy. If you want anybody to go on your bond up to a million or so let me know."

Thaw's automobile trip to San Francisco was continually on his mind yesterday. He was asked what kind of a car he was going to buy.

"I will have to wait until I count my pennies," he said, and added: "After I pay my lawyers." He has mentioned that on his mind. It seems to be weighing on his mind.

He was also greatly interested in the Ludlow Street jail alimony club's pinch tournament, in which he is entered.

"I am in second place," he said. "I played last night with Levy, Van Schlechten and a third man whose friends don't know he is there," he ended discreetly.

HEAT KILLS THREE: MANY OVERCOME

Garden City Clergyman Falls Dead While Playing Tennis—Woman Drops in Street.

The hot wave of the past two days is beginning to have serious effects which have not been felt before this summer.

While playing tennis with his daughter on Wednesday afternoon, the Rev. James Wood Pogue, of Garden City, died of a heart attack. Mrs. Anna Marcus, of 949 St. John's Avenue, the Bronx, was overcome yesterday in front of 715 Westchester Avenue and died before the arrival of an ambulance.

In Newark, John Semple, a laborer, collapsed on his way home and was dead when a physician arrived. Nelson Nelson, a carpenter, of 661 City Island Avenue, was overcome by the heat and taken to Knickerbocker Hospital.

Jennie Reich, of 138 Orchard Street, was prostrated at South Ferry and taken to Volunteer Hospital. In Brooklyn, Elsie Graff, of 4 Greene Avenue, was overcome on Broadway, and at Coney Island Louis Freeman, of Jamaica, was stricken on Mermaid Avenue and removed to the Coney Island Hospital.

Nathan Goodman, of 18 Astor Place, was overcome by the heat last evening, but was able to go home. Irene Lufman, of Kingsbridge, was prostrated by the heat at the Grand Central subway station and was removed to Flower Hospital.

LUSITANIA LOST, HE FAILS

Disaster Plea Wins Ten Days' Grace for Bankrupt.

Because bankruptcy could have been avoided if the Lusitania had not been sunk, Judge Hand authorized Charles N. Bleeker to allow Edward G. Soltmann, for whom he is receiver, to continue his business at 134 Broadway for ten days. Soltmann has been in business thirty-five years, which extended all over the country.

The Lusitania disaster upset negotiations for the sale of some real estate which Soltmann owned in West Thirty-sixth Street. His liabilities are \$377,000, which include mortgages of \$242,000. His assets are \$550,000.

When an explanation for the sudden adjournment was sought from Commissioner Katharine B. Davis, she said she, too, was in the dark about it. She had been asked to testify, but at 2 o'clock Mr. Tremaine had telephoned her, saying she need not go to the island. She will conduct a party of newspaper men through the correction institutions to-day.

Dr. Louis R. Effer, the principal prison physician, was the only witness except Warden Hayes. The doctor attested the inmates.

Thirty-five men, he said, had gone insane on the island in the last year and a half, 50 per cent of the inmates were drug users and between 4 and 8 per cent were tubercular. He also stated that eight men in the last year had come to him for treatment, needed after keepers had beaten them. The investigators brought out that the 1,010 men, doubled in 505 cells, have to breathe only eighty-six cubic inches of air. The normal city requirement is 500 and the standard set by the State Board of Charities 650.

Dr. Effer testified that he believed "doubling up" endangered the men's lives, but said he had no power to enforce recommendations he made. "I can't override the warden," he remarked.

WHITMAN 'PHONE SUDDENLY ENDS PRISON INQUIRY

Blackwell's Investigation Stops After Governor Rebukes Commission.

MEMBERS REFUSE TO LIFT MYSTERY

Island Physician Testifies That Half the Prisoners Are Drug Users.

In the midst of its investigation of conditions on Blackwell's Island yesterday, the State Prison Commission brought its work to an abrupt close following a telephone call from Governor Whitman in Albany. Although none of the members would even hint at the reason for the adjournment of the hearing in such short order, it was learned in Albany that Governor Whitman had asked the commission that their report on the island institutions be submitted to him at the same time they gave it to the newspapers. They gave out their report on Sing Sing before giving it to him.

After two witnesses had told what they knew of conditions in the city penitentiary the commission adjourned for two hours, while three of its members, following the telephone call from Albany, journeyed to Manhattan. On their return came a twenty-minute "executive conference" and an announcement that the commission had decided not to continue its holdings "until some future date."

Why the commissioners had adjourned so suddenly or what motive lay beneath their action neither Henry Solomon, the president; Leon M. Weinstein, vice-president; Richard M. Hurd nor Frank E. Wade would tell. As each left the room he told inquiries: "I have nothing to say. Mr. Tremaine will tell you everything." John F. Tremaine, secretary of the body, however, said he could not give any information.

Mr. Solomon entered the warden's room after his talk with the Governor, and in a moment the other three commissioners had seized their hats and coats and were on their way to Manhattan. At the pier they ran into Frank Tannenbaum, whose charges were indirectly responsible for the investigation, and Commissioner Hurd told him he would not be needed as a witness.

HATTERS TO FIGHT FAKERS Organize to Break Up Fly-by-Night Stores.

To combat the "schlag" stores that have been menacing the legitimate dealer, retail hatters of greater New York organized yesterday as the Greater New York Hat Merchants' Association.

Plans were discussed to stop misrepresentation by the fly-by-night stores that spring up during the straw hat season and do business estimated at \$300,000. Co-operating with other retail organizations, this association will prosecute dealers who misrepresent their wares, and will work for legislation licensing transient stores.

FIRE LOSS \$1,133,112 LESS

More Fires in Houses, Fewer in Cellars, than in 1914.

Fire Commissioner Adamson reported yesterday a reduction of \$1,133,112 in the fire loss for the greater city so far this year. There were seventy-seven less fires than in the corresponding period of 1914.

Although the number of fires in cellars was reduced, there was an increase in the number of those in private houses.

ARMY TO SCHOOL GUARD IN DRIVES

Regulars to Attack, Militia to Defend, in War Practice at Camp Whitman.

Major General John F. O'Ryan, who will command the camp at Fishkill Plains, which will open to-morrow, has mapped out the most progressive programme of instruction the guard has had in field service. The basic idea is to give the officers and men as varied instruction as possible.

At first the "inferior" organizations will be instructed by their own officers. Then problems of outpost, advance and flank guards, defence and attack will be taken up. Regular troops will be used in attacking positions held by the Guardsmen.

An attack on an entrenched position will probably be the final problem. This will bring in entanglements, show the use of field artillery and its limitations, the use of reserves and the care of wounded. The troops of the first reinforced brigade, including all branches of the service, leave this city by rail and boat, to the number of 5,000 to-morrow morning. In honor of the Governor the camp has been named "Camp Whitman," and the post-office address is Hopewell Junction, Dutchess County, N. Y.

ARMED MADMEN SCARE LONG ISLAND

One Captured, but Crazy Re-servist, Nude, Still Roams Shinnecock Hills.

Two armed madmen were at large on Long Island yesterday. One of them, Michael J. Connery, a fugitive from the State Hospital for the Insane at Kings Park, L. I., was captured near Huntington yesterday. He was armed with a long, keen-edged knife.

Albin F. Hoffman, proprietor of the Peconic Bathing station at Shinnecock Hills, disappeared a week ago after receiving a letter calling him back to Germany to fight. Hoffman left all his clothes behind him, but took a revolver. The thought that a nude man with a six-shooter might spring out at one at almost any moment has frightened the society folk who frequented the Peconic baths.

WOMEN 'SHINERS' CAUGHT

Government Officers Arrest Three in Raid on Still.

Whitesburg, Ky., July 15.—Three women, alleged moonshiners—Miss Mary White, Anna Creech and Mary Jane Wilson—with Alexander Creech and Isaac Miles, were arrested on the Cumberland River in Harlan County by United States Deputy Marshal John M. Riddle and a posse to-day. The still was destroyed.

Government officers had spent much time trying to apprehend the women, who are said to be expert moonshiners. They were brought here for trial.



"Sorry, but I haven't a Tribune left!"

NEWSDEALERS all over the city have to say that every Sunday morning. They would rather give a man the paper he wants. But they have to order in advance and a lot of readers forget to reserve copies.

Won't you stop at your newsdealer's stand to-day and tell him that you want next Sunday's Tribune?

The Sunday Tribune

First to Last—The Truth:
News—Editorials—Advertisements

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